

Industry Focus: *Customer Relationship Management (CRM)*



Joe Allegra, General Partner
609-873-9204
jallegra@edisonventure.com

"A new breed of CRM is redefining how companies interact with their constituents. Today, CRM technology is being used to address how organizations interact with partners, suppliers and employees. It helps companies more effectively target sales prospects and drive cross-sell opportunities into their best customers. It automates workflow and leverages investments in other systems to construct a unified view of the customer. And ultimately, it facilitates better decision-making."

- Joe Allegra, General Partner

Edison finances software and service companies that address opportunities in CRM. The information technology companies support relationship and contact management, marketing and salesforce automation, transaction automation and customer support. We continue to seek emerging growth companies where our wealth of experience and network of contacts will accelerate growth and build value for management and shareholders.

Edison Investment Experience With Leading CRM Companies

<i>Cadient</i>	<i>Genesis</i>	<i>MEI</i>
<i>Commence</i>	<i>Gomembers</i>	<i>Scribe</i>
<i>Contact Software</i>	<i>IMA</i>	<i>Sela2</i>
<i>Dendrite</i>	<i>International Telesystems</i>	<i>USADATA</i>
<i>EIS</i>	<i>Marketing Information Systems</i>	<i>Versatility</i>
<i>Fishbowl Marketing</i>	<i>MCorp</i>	<i>Vocus</i>

Promising Market Opportunities

Vertically-oriented software solutions

Platform applications
Horizontal infrastructure technologies
Technology-enabled services

Outsourced delivery systems

Management from active and exited CRM companies share industry trends and best practices.

Edison Venture Fund is actively investing.

We welcome investment referrals from intermediaries, investors, lenders and professional service providers.



More Than
Expansion
Capital...

Edison invests in information technology companies including: financial services, pharmaceutical IT, application software, interactive marketing, communications and business solutions. Edison initially invests \$5-10 million. We finance internal growth, management buyouts, acquisitions, corporate spinouts and secondary stock purchases. We invite growing companies in New York, New Jersey, Pennsylvania, Delaware, Maryland, DC, Virginia and Massachusetts.